



**Business Simulation**



**The Fresh Connection**

THE ULTIMATE VALUE CHAIN EXPERIENCE





## Learning Objectives

- Learn how to efficiently implement a supply chain strategy
- Learn how to make aligned strategic and tactical decisions for the functional areas Purchasing, Operations, Supply Chain and Sales via a well-structured S&OP process
- Learn how to positively impact the company's financial performance by taking the right supply chain decisions
- Learn how to structurally convince your customers by delivering the required demand in an accurate and efficient way
- Learn how to structure your purchasing and supplier management processes and to define and manage the Total Cost of Ownership (TCO) key elements
- Develop the required soft skills and key supply chain competencies.

## The Challenge

**The Fresh Connection (TFC)** is a web-based business simulation with the main focus on the required cross-functional cooperation in supply chain management. The simulation requires participants to work as a team and to prove their knowledge about the various processes within the supply chain. The fictional company The Fresh Connection serves as the learning environment for this setting. The fruit juice producer *The Fresh Connection* is suffering losses. There is no shared strategy in place, communication and alignment between the various departments does not work at all and at the same time the internal processes and capacities as well as supplier and customer relations are poorly managed. The participants take on a role in the new management team consisting of the functional areas Sales,





**The Fresh Connection**

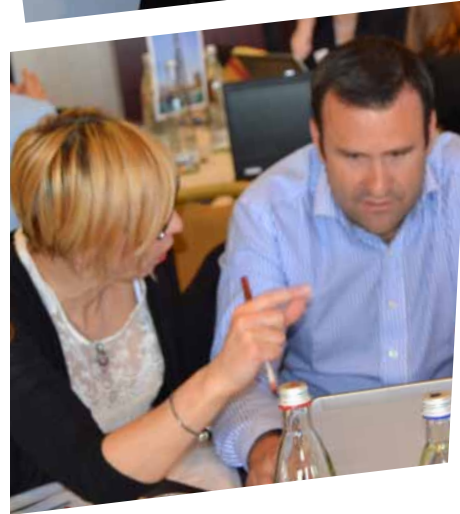
THE ULTIMATE VALUE CHAIN EXPERIENCE

## Course of the game

Operations, Purchasing and Supply Chain. Within these positions, it is their assignment to identify, evaluate and eliminate the company's weaknesses as a team. The situation of *The Fresh Connection* can only improve when the participants recognize the issues and set the appropriate levers and parameters in motion.



The business simulation provides the participants with a large number of descriptions, explanations and data about the key functional areas Sales, Operations, Purchasing and Supply Chain. Working on and implementing the appropriate solutions takes place during several rounds supervised by a trainer. Each round represents 6 months of time in real life. An algorithm underlying the business simulation processes the decisions taken by the teams and calculates the effects on the company's supply chain. To be successful, however, applying and deepening existing functional expertise are not sufficient enough. Communication skills, teamwork, cross-functional collaboration and the exchange of relevant information are required key competencies for the road to success!



## Assignments

The business simulation represents a learning environment in which participants will be confronted with real-life challenges and business issues:

- What issues is the company experiencing and how to recognize and prioritize these?
- Which parameters and indicators need to be analyzed to be able to make a judgement on the company's supply chain performance?
- What is the impact of a consistently implemented strategy on the company's supply chain and financial performance?
- Where to start the improvement process and improvement activities?
- Which impact do individual changes and actions have on the total process?
- Which key tasks and processes lead to break-through structural changes?



## Main concepts and topics

Depending on the training program and objectives, we use the business simulation to focus on specific supply chain concepts and topics: cross-functional collaboration, Sales & Operations Planning (S&OP), Supply Chain Strategy, Risk Management, Supply Chain Finance, Supplier Development, Production Layout design, Capacity Management, Demand Management, Optimization of the distribution network or Sustainability by taking the CO<sub>2</sub> footprint into account.

## Configuration

Depending on the learning objectives the following individual elements will be determined:

- Division of the functional roles over the team
- Duration of the simulation game
- Number of rounds which will be played
- Level of complexity and number of parameters per round
- Repetition of a specific complexity level
- Focus on specific supply chain themes
- Possibilities to evaluate the team and individual performance (Return on Education)
- Decentralised, flexible blending with training and feedback elements



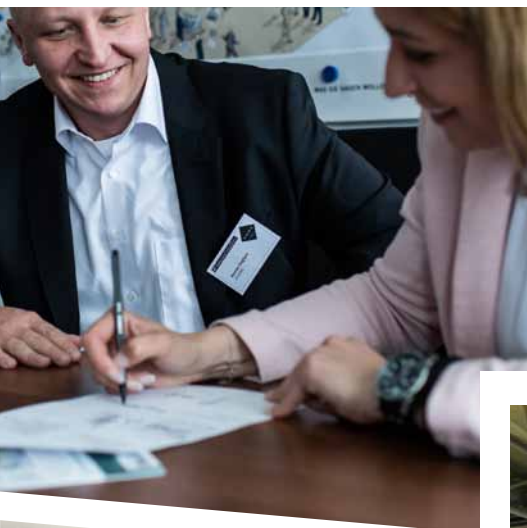
# Use of the simulation

We offer the business simulation both as a **stand-alone training** and/or in **combination with and in addition to our supply chain training and certification seminars**. The business simulation can be used in an **inhouse training** for several employees / teams within the organization or be integrated in the content of our **public seminars**. When the business simulation is used in training, specific concepts and topics available in the simulation will be selected to ensure that key issues and learning objectives specified for the training are addressed:

- **Which impact do my decisions have on other functional areas within the organisation's supply chain?** In our Supply Chain Essentials training, the business simulation links the theoretical supply chain concepts delivered during the training to the practical application.
- **How do we correctly implement our agreed upon supply chain strategy?** In our supply chain certification training APICS Certified Supply Chain Professional (CSCP) the business simulation focuses on the

strategic interdependencies and conflicting goals and objectives throughout the extended supply chain.

- **How do our internal supply chain processes interact and how can we influence and manage the inter-dependencies?** In our supply chain certification training APICS Certified in Production & Inventory Management (CPIM) Part 1, the business simulation focuses on the company's internal supply chain processes. During the training the theoretical concepts delivered during training are deepened step by step by using the business simulation.
- **How do we balance Demand and Supply?** In our Sales & Operations Planning (S&OP) Workshop, the objective for the business simulation is to implement a well-functioning S&OP process which leads to measurable improvements and results for all areas within the organization.
- **How do we optimize our logistic strategy in relation to the service levels we agreed to with our customers?** In our supply chain certification training APICS Certified in Logistics, Transportation & Distribution (CLTD) the business simulation focuses on the optimization of the logistics footprint and distribution network.



# Global PRO Challenge 2023

## How to take on the Challenge?

Every year, numerous professionals from companies in all industries take part in SCM training courses with The Fresh Connection (TFC). Teams or individuals who want to go for the extra mile and benchmark their Value Chain Management skills against the best in the world can join the yearly Global PRO Challenge.

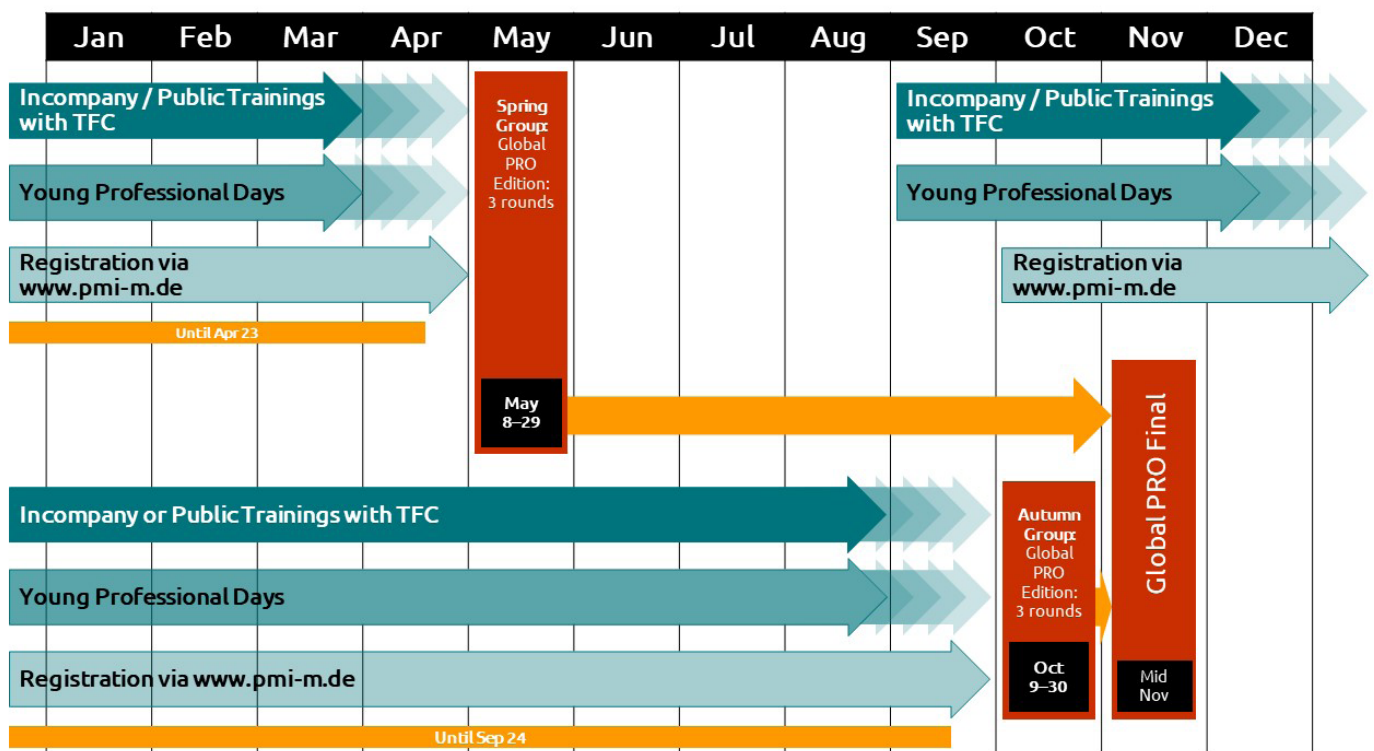
In three rounds each in spring and autumn, the teams will first compete in country pools, where they will be confronted with increasing complexity in a dynamic

environment. Those who want to make the processes of The Fresh Connection sustainable and help the company's return on investment to continuously grow can also go for the Global Final. Here, teams from across the globe compete against each other.

### Special!

Participants of public PMI trainings with TFC can join the TFC Global PRO Challenge for free!

## Stages of the Global PRO Challenge 2023





## Key Take Aways

- Experience the impact of value chain management on business performance in a competitive simulation environment. See the positive effect of creating alignment and breaking down functional silos.
- Work Together in teams of 4 to manage the end-to-end value chain.
- Learn & Develop by drawing out key issues and challenges, whilst dealing with Value Chain Trade Offs and Team Dynamics



## WIN an ExecEd SCM Course for your team BECOME The Fresh Connection World Champion

### How to Register?

Register as company team for €1000 per team (members from the same company, max. two teams per company and year) or become a member of an individual team for €250 per person (members from different companies). Teams need 4 participants who will assume the 4 functional roles of Purchasing, Sales, Operations and Supply Chain. **Please contact us directly for available options for you and your team!**

### What's included?

Kick-off-Webinar; 3 session rounds in spring or in autumn, each one week; Team debriefing after the 3 rounds; Optional: If your team wants to go for the Global Final, the participation in the final is also free of charge.

The team that wins the Global Final also wins an ExecEd SCM Course for the team and becomes The Fresh Connection World Champion!

### Testimonials

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Extremely challenging experience which demands quick decisions under a pressure of time. On the other hand great adventure and possibility to network with other teams from over the world.

—  
**Patryk Frąckowiak**, Supply Planner at Beiersdorf Manufacturing Poznan

”

When you take the reading material and The Fresh Connection business game, it allows you to properly apply, to think through, to ask questions, and interact with the team about Supply Chain Management. This type of training allows you to absorb much more knowledge than if you were only reading a book.

—  
**Vasiliy Faustov**, Logistics Engineer at Caterpillar Inc.

”

Overall, it was a challenging experience mixed in with sufficient doses of excitement and enjoyable moments which enhanced our understanding of the Value Chain.

—  
**Amityash Patankar**, Manager - Supply Planning at Whirlpool of India Ltd

THE FRESH CONNECTION  
GLOBAL PRO CHALLENGE  
WORLD CHAMPION



### Official Challenge Partner



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**M: +49 (89) 8576146**

Visit our website:  
[www.pmi-m.de/de/home](http://www.pmi-m.de/de/home)





# Young Professionals Day

## Take decisions without risks!

### Idea and concept

- 1 day training in Supply Chain Risk Management for Young Professionals (3-5 years business experience) working in the areas Sales, Operations, Purchasing and Supply Chain.
- Experience real-life supply chain challenges through an action-oriented training format.
- Experience the interdependencies between Sales, Operations, Purchasing and Supply Chain and separate and evaluate relevant from non-relevant information through exchange and collaboration with other functional areas (Supply Chain, Sales, Purchasing and Operations).
- Foster teamwork and network thinking.
- Challenge between teams from various companies, who compete for the highest Return on Investment (ROI).

### The challenge and execution

The participants will take up the positions of Sales, Operations, Purchasing and Supply Chain in teams of 3 to 4. In their positions, they must not only manage the day-to-day business, but also manage unforeseeable challenges and incidents that pose high risks to the supply chain. To succeed, it is of vital importance to make the best decisions for the company across the various functional areas. Which team will succeed in bringing their company back to the road of success?

Company teams with 3 to 4 participants will have the opportunity to compete against other teams on several occasions during the year:



**Munich:**  
**July 6, 2023**  
**December 7, 2023**

The winning team will win a voucher per participant for a LOGISTIK-HEUTE panel event of choice as well as a free annual company subscription for the LOGISTIK-HEUTE journal.

In addition, all participating teams will qualify for the online competition **The Fresh Connection Global PRO Challenge**, a competition where teams from more than 30 countries yearly compete against each other. More information about **The Fresh Connection Global PRO Challenge** is available on pages 6-7.

An initiative of



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**We are at your disposal for further information and possible applications relating to The Fresh Connection:**

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